

The background is a dark blue field filled with a dense, ethereal cloud of bright blue and white particles, resembling a nebula or a digital data stream. A prominent, glowing blue arch, composed of concentric lines, is positioned on the right side of the frame, partially obscuring the particle cloud.

Partnering for growth

Kim Poder, EVP & Chief Commercial Officer



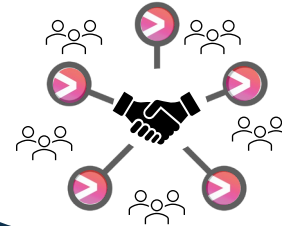
The Viaplay growth story



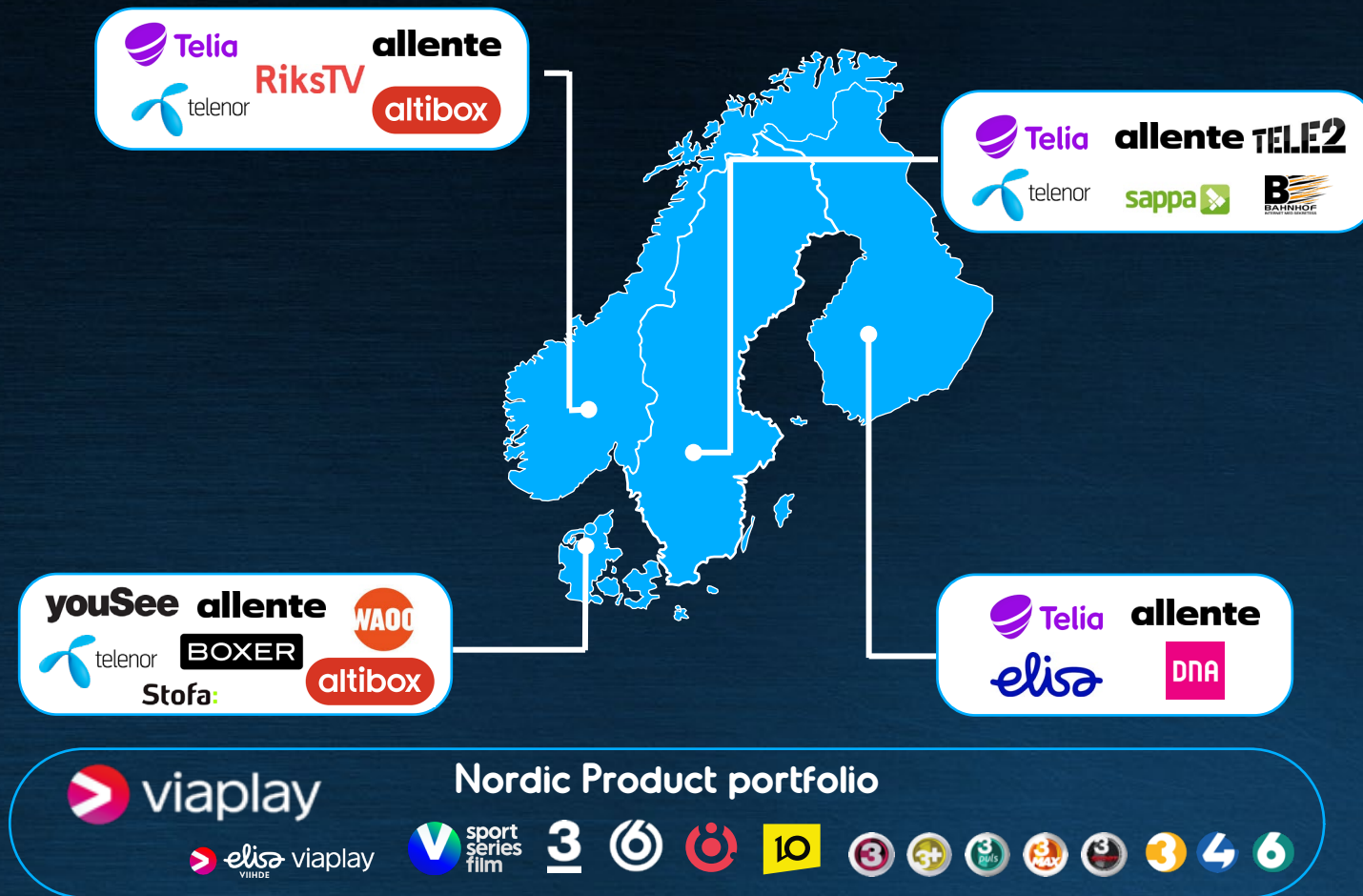
D2C distribution



B2B distribution



SEK 34bn pay-TV market with 13m households



Source: Ampere Analysis



Major opportunity for partnership growth



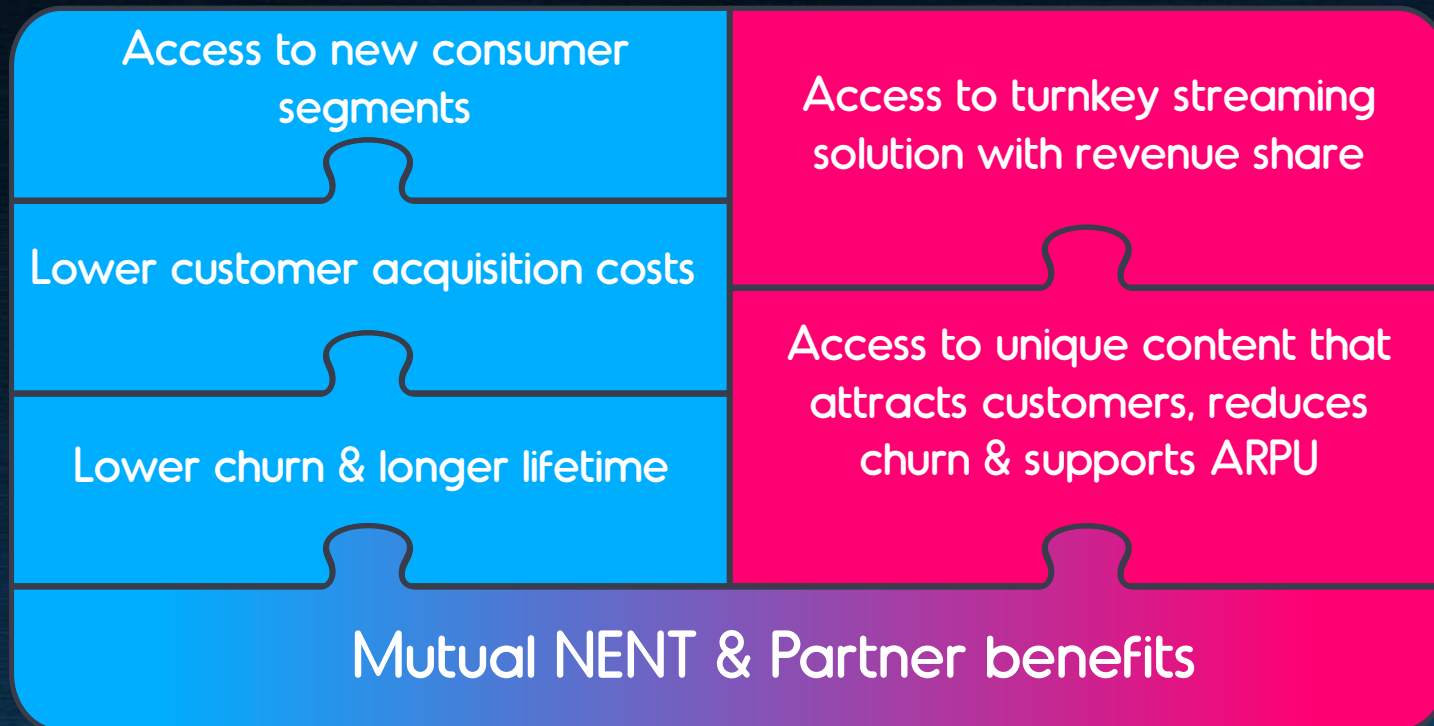
Clear majority of Nordic pay-TV operator subscription revenue from linear channels



Operators adapting to shift in customer behaviour to favour streaming services

Source: Ampere Analysis
and NENT Group estimates

Enabling Viaplay to reach new & loyal subscriber segments



New multi-year partnership

THOSE WHO KILL

Include Viaplay in your TV package

Watch 'Those Who Kill' on Viaplay

youSee



JV opens up broad distribution



1

More than two-thirds of allente subscribers now have access to Viaplay

2

Extending Viaplay's reach beyond the typical D2C footprint

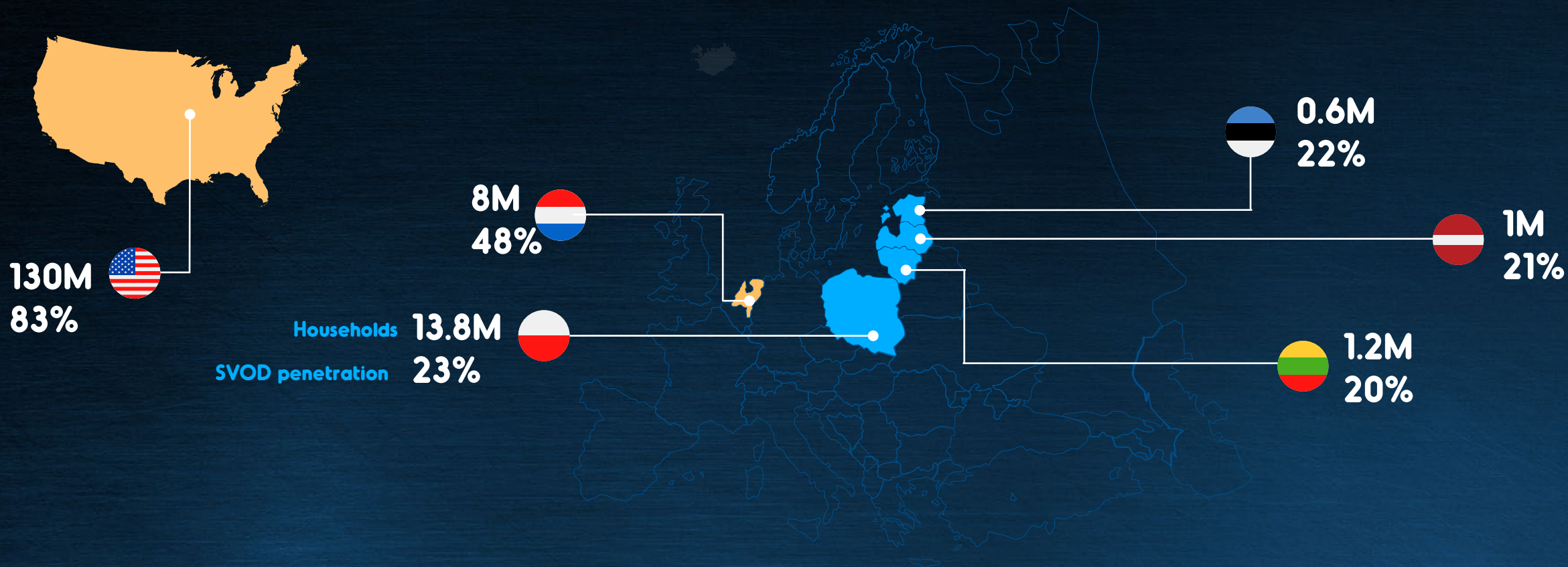
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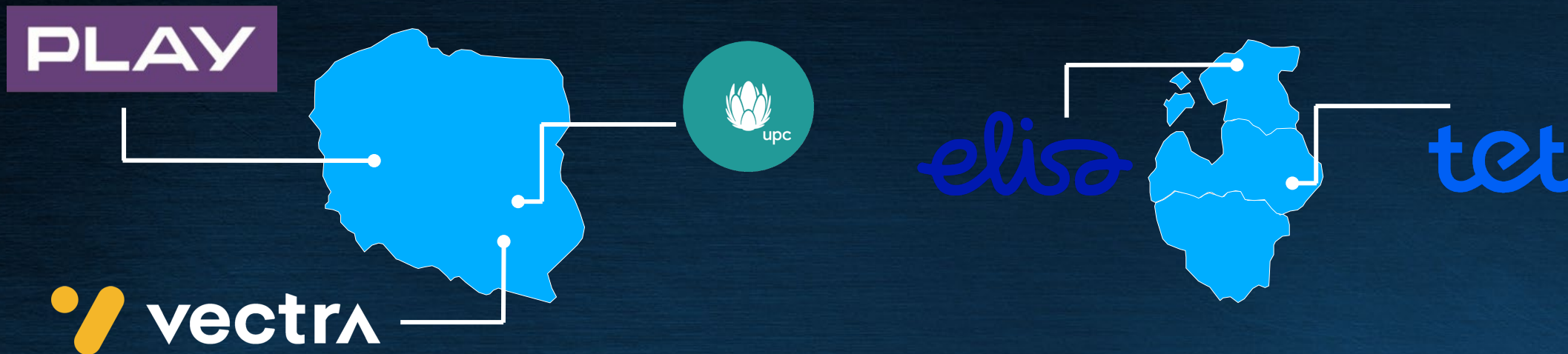
V series & film



>150m households in new markets



Partnerships already in place...





...including strong agreements with major Polish players



15M
mobile subscribers



vectra **1.7M**
TV subscribers



1.5M
TV subscribers

**Hard bundled for new
PLAY NOW TV subs**

**Marketed to broader
customer base**

**Marketed as add-on
subscription**

**App available on Android
set-top box**

**Made available in
multiple bundles**

**App to be launched
on set-top box**

With more opportunities to come



World's largest SVOD market with well-established partnership models that can create high demand for Nordic content



One of Europe's most developed broadband markets that also has highly competitive mobile & TV landscapes — ideal for partnering



Key takeaways

Unique content proposition is key to D2C growth & makes Viaplay attractive to B2B

Major opportunity for Viaplay with partners who expect streaming to replace linear

Partnerships are a major driver of further growth

Demand for Viaplay content is already high prior to launch in new markets